

PTO-1449 Information Disclosure Citation in an Application	Application No.	Applicant(s) David W. Deaton, et al.	
	Docket Number 026656.0283	Group Art Unit	Filing Date July 15, 1999

U.S. PATENT DOCUMENTS

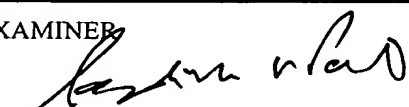
	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
A	4,972,504	11/20/90	Daniel, Jr., et al.	455	2	03/20/90
B	5,256,863	10/26/93	Ferguson, et al.	235	383	11/05/91
C	5,337,253	08/09/94	Berkovsky, et al.	364	479	09/24/93
D	5,612,868	03/18/97	Off, et al.	364	214	02/09/95
E	5,642,484	06/24/97	Harrison, III, et al.	395	214	05/13/94
F	5,708,782	01/13/98	Larson, et al.	395	214	12/02/94
G	5,712,989	01/27/98	Johnson, et al.	395	228	04/02/93
H	5,717,866	02/10/98	Naftzger	395	214	08/01/96
I	5,740,549	04/14/98	Reilly, et al.	705	14	06/12/95
J	5,765,143	06/09/98	Sheldon, et al.	705	28	03/10/95
K	5,771,172	06/23/98	Yamamoto, et al.	364	468.13	07/22/97
L	5,781,894	07/14/98	Petrecca, et al.	705	14	08/11/95
M	5,793,972	08/11/98	Shane	395	200.49	05/03/96
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<i>AM</i>	A	5,832,457	11/03/98	O'Brien, et al.	705	14	04/03/95
<i>AM</i>	B	5,845,259	12/01/98	West, et al.	705	14	06/27/96
<i>AM</i>	C	5,854,746	12/29/98	Yamamoto, et al.	364	468.13	05/16/96
<i>AM</i>	D	5,855,007	12/29/98	Jovicic, et al.	705	14	11/15/95
<i>AM</i>	E	5,857,175	01/05/99	Day, et al.	705	14	08/11/95
<i>AM</i>	F	5,899,980	05/04/99	Wilf, et al.	705	26	08/11/97
<i>AM</i>	G	5,907,830	05/25/99	Engel, et al.	705	14	02/13/96
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PTO-1449 Information Disclosure Citation in an Application	Application No. <i>09/354,263</i>	Applicant(s) David W. Deaton, et al.	
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PAPER #4

PTO-1449

**Information Disclosure Citation
in an Application**

Application No.

Applicant(s)

David W. Deaton, et al.

Docket Number

026656.0283

Group Art Unit

Filing Date

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<i>AM</i>	A	5,832,457	11/03/98	O'Brien, et al.	705	14	04/03/95
<i>AM</i>	B	5,845,259	12/01/98	West, et al.	705	14	06/27/96
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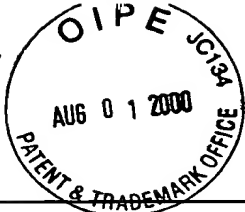
Deaton et al.

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PAPER #4



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Page 1 of 2

PTO-1449 Information Disclosure Citation in an Application	Application No. 09/354,263	Applicant(s) David W. Deaton, et al.	
	Docket Number 026656.0283	Group Art Unit 2761	Filing Date July 15, 1999

U.S. PATENT DOCUMENTS

		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
<input checked="" type="checkbox"/>	A	4,002,886	01-11-1977	Sundelin	235	61.7	06-20-1975
<input checked="" type="checkbox"/>	B	4,882,675	11-21-1989	Nitchberger et al.	364	401	11-26-1994
<input checked="" type="checkbox"/>	C	5,172,314	12-15-1992	Poland et al.	364	401	05-03-1991
<input checked="" type="checkbox"/>	D	5,459,306	10-17-1995	Stein et al.	235	383	07-15-1994
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<input checked="" type="checkbox"/>	F	5,612,527	03-18-1997	Ovadia	235	383	03-31-1995
<input checked="" type="checkbox"/>	G	5,612,868	03-18-1997	Off et al.	364	214	02-09-1995
<input checked="" type="checkbox"/>	H	5,632,010,	05-20-1997	Briechele et al.	345	1	12-22-1992
<input checked="" type="checkbox"/>	I	5,649,114	07-15-1997	Deaton et al.	395	214	06-01-1995

FOREIGN PATENT DOCUMENTS

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<input checked="" type="checkbox"/>	J	0 708 409 A2	04-24-1996	EP	GO6F	17/60	X	
<input checked="" type="checkbox"/>	K	0 709 091 A2	12-18-1996	EP	G06K	17/00	X	
<input checked="" type="checkbox"/>	L	0 837 438 A2	04-22-1998	EP	GO9F	9/00	X	
<input checked="" type="checkbox"/>	M	97/08638	03-06-1997	WO	GO6F	17/60	X	

NON-PATENT DOCUMENTS

		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
<input checked="" type="checkbox"/>	N	Alba, Joseph, et al.; "Interactive Home Shopping," <i>Journal of Marketing</i> , vol. 61, July 1997, pp. 38-43.	07-1997
<input checked="" type="checkbox"/>	O	Hall Daniel; "Electronic Tags Aglow in 2 Units," <i>Supermarket News</i> , vol. 37, no. 49, p. 43(1).	12-07-1997
<input checked="" type="checkbox"/>	P	Fensholt, Carol; "Shelf Labels Go Electronic, Merchandising Goes Dynamic," <i>Supermarket Business</i> , vol. 43, no. 5, p. 46(4).	05-1988
<input checked="" type="checkbox"/>	Q	Garry, Michael; "Will Supermarket Play Electronic Tag?", <i>Progressive Grocer</i> , July 1991, pp. 99-104.	07-1991
<input checked="" type="checkbox"/>	R	Zimmerman, Denise; "Fiesta Mart to Test Radio Shelf Labeling," <i>Supermarket News</i> , vol. 45, no. 6, p. 9(2).	02-1995
<input checked="" type="checkbox"/>	S	Zimmerman, Denise; "Electronic Stinker Shock: Retailers Say Cost Is a Drawback... of Electronic Shelf Labels," <i>Supermarket News</i> , vol. 45., no. 38, p. 17(2).	09-18-1995

EXAMINER <i>David W. Deaton</i>	DATE CONSIDERED <i>2.26-02</i>
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PTO-1449 Information Disclosure Citation in an Application		Application No. 09/354,263		Applicant(s) David W. Deaton, et al.	
		Docket Number 026656.0283		Group Art Unit 2761	
				Filing Date July 1, 1999	

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U.S. PATENT DOCUMENTS							
		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	EXPIRATION DATE
	A	5,751,257	05-12-1998	Sutherland	345	2	04-28-1995
	B	5,797,132	08-18-1998	Altwasser	705	16	11-01-1995
	C	5,822,735	10-13-1998	De Lapa et al.	705	14	10-03-1994
	D	5,855,007	12-29-1998	Jovicic et al	704	14	11-15-1995
	E	5,857,175	01-05-1999	Day et al.	705	14	08-11-1995
	F	5,870,714	02-09-1999	Shetty et al.	705	20	05-02-1997
	G	5,873,069	02-16-1999	Reuhl et al.	705	20	10-13-1995
	H	5,918,212	06-29-1999	Goodwin, III	705	20	07-29-1997
	I	5,993,813	08-03-1999	Teicher et al.	705	26	04-15-1996
	J	5,963,133	10-05-1999	Monjo	340	572.1	07-18-1997
	K	5,974,399	10-26-1999	Guiliani et al.	705	14	08-29-1997
	L	6,009,411	12-28-1999	Kepecs	705	14	11-14-1997
	M	6,014,634	01-11-2000	Scroogie et al.	705	14	08-04-1997
	N	6,035,280	03-07-2000	Christensen	705	14	04-10-1996
✓	O	6,055,573	04-25-2000	Gardenswartz et al.	709	224	01-07-1999

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PTO-1449 Information Disclosure Citation in an Application	Application No. 09/354,263	Applicant(s) Deaton et al.	
	Docket Number 026656.0283	Group Art Unit 2164	Filing Date July 15, 1999

U.S. PATENT DOCUMENTS

		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
2nd	A	3,792,437	02/12/74	Blumenthal et al.	340	152	12/20/71
	B	4,993,068	02/12/91	Piosenka et al.	380	23	11/27/89
	C	5,719,382	02/17/98	White	235	375	07/22/96
	D	5,887,271	03/23/99	Powell	705	14	02/20/96
	E	5,918,211	06/29/99	Sloane	705	16	05/30/96
	F	6,012,040	01/04/00	Goodwin, III	705	20	06/20/97
	G	6,076,068	06/13/00	De Lapa et al.	705	14	09/12/96
	H	6,141,010	10/31/00	Hoyle	345	356	07/17/98
	I	US 6,292,786 B1	09/18/01	Deaton et al.	705	14	08/11/99
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		DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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2nd	M	JP 9101 988 A (abstract only)	04/15/97	Japan			X	
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NON-PATENT DOCUMENTS

		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
2nd	R	Doan, Amy; "The shopper's wallet: more and more retailers are using rewards clubs to keep customers, generate marketing research," <i>San Francisco Chronicle</i> , pB1.	7/31/98
	S	"Pioneer offers special finance options for 1999; new programs designed to aid crop producers following challenging year," <i>PR Newswire</i> , p3040.	10/30/98
	T	U.S. Patent Application, Serial No. 09/420,639, entitled "Method and System for use in Generating an Advertisement Message," inventor(s) Deaton et al.	10/21/99

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PTO-1449 Information Disclosure Citation in an Application	Application No. 09/354,263	Applicant(s) Deaton et al.	
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NON-PATENT DOCUMENTS

		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
<i>998</i>	R	U.S. Patent Application, Serial No. 09/320,114, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications," inventor(s) Deaton et al.	05/26/99
	S	U.S. Patent Application, Serial No. 09/378,779, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications," inventor(s) Deaton et al.	08/19/99
	T	U.S. Patent Application, Serial No. 09/395,306, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications and Selected Products," inventor(s) Deaton et al.	09/13/99

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2164Filing Date
July 15, 1999**U.S. PATENT DOCUMENTS**

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	R	U.S. Patent Application, Serial No. 09/375,603, entitled "Method and System for Providing Customer Incentives Utilizing Dual Customer Identifications and Differentiated Incentives," inventor(s) Deaton et al.	08/17/99
	S	U.S. Patent Application, Serial No. 09/376,545, entitled "Method and System for Providing Customer Incentives at the Point-of-Sale," inventor(s) Deaton et al.	08/18/99
	T	U.S. Patent Application, Serial No. 09/396,838, entitled "Method and System for Providing Customer Incentives Utilizing Communication of Selected Product Incentives," inventor(s) Deaton et al.	09/15/99

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<i>gsh</i>	R	U.S. Patent Application, Serial No. 09/398,123, entitled "Method and System for Customer Promotion," inventor(s) Deaton et al.	09/16/99
<i>J</i>	S	U.S. Patent Application, Serial No. 09/405,675, entitled "Method and System for Customer Promotion," inventor(s) Deaton et al.	09/24/99
<i>U</i>	T	U.S. Patent Application, Serial No. 09/416,859, entitled "Method and System for Differentiated Customer Promotion," inventor(s) Deaton et al.	10/12/99

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	R	U.S. Patent Application, Serial No. 09/411,588, entitled "Method and System for Differentiated Customer Promotion," inventor(s) Deaton et al.	10/01/99
	S	U.S. Patent Application, Serial No. 09/414,830, entitled "Method and System for Differentiated Customer Promotion," inventor(s) Deaton et al.	10/06/99
	T	U.S. Patent Application, Serial No. 09/414,829, entitled "Method and System for Differentiated Customer Promotion," inventor(s) Deaton et al.	10/06/99

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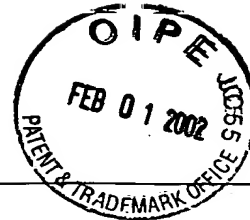
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		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
<i>gr</i>	R	U.S. Patent Application, Serial No. 09/372,412, entitled "Method and System for Facilitating Consumer Purchases," inventor(s) Deaton et al.	08/11/99
<i>↓</i>	S	U.S. Patent Application, Serial No. 09/360,820, entitled "Point-of-Sale Server and Method," inventor(s) Deaton et al.	07/26/99
<i>↓</i>	T	U.S. Patent Application, Serial No. 09/372,356, entitled "Method and System for Coupon Redemption Verification and Crediting," inventor(s) Deaton et al.	08/11/99

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.



U.S. Patent and Trademark Office

PTO-1449

**Information Disclosure Citation
in an Application**Application No.
09/354,263Applicant(s)
Deaton et al.Docket Number
026656.0283Group Art Unit
2164Filing Date
July 15, 1999**U.S. PATENT DOCUMENTS**

		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
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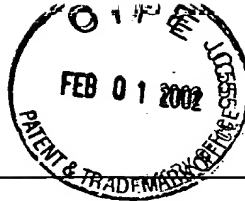
		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
<i>gnd</i>	R	U.S. Patent Application, Serial No. 09/372,376, entitled "Method and System for Responding to Market Conditions," inventor(s) Deaton et al.	08/11/99
<i>↓</i>	S	U.S. Patent Application, Serial No. 09/372,452, entitled "Method and Apparatus for Filtering Point-of-Sale Information," inventor(s) Deaton, et al.	08/11/99
<i>↓</i>	T	U.S. Patent Application, Serial No. 09/372,451, entitled "Method and System for Compiling a Plurality of Incentives Directed to a Common Recipient," inventor(s) Deaton et al.	08/11/99

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NON-PATENT DOCUMENTS

		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
98	R	U.S. Patent Application, Serial No. 09/372,446, entitled "Method and System for Price Reduction Reconciliation," inventor(s) Deaton et al.	08/11/99
↓	S	U.S. Patent Application, Serial No. 09/885,045, entitled "Method and System for Generating Incentives in Response to Substantially Real-Time Product Purchase Information," inventor(s) Deaton et al.	06/19/01
	T		

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